UNITED STATES PATENT AND TRADEMARK OFFICE

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Please find below and/or attached an Office communication concerning this application or proceeding.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *18 December 2001*.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-82* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-82* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   Claims 1-82 are presented for examination.

DRAWINGS

2.   The applicant's drawings filed on December 28, 2001 have been approved by the

draftsperson.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4.   Claims 1-37 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Ono et al. (Pat. No. 5,909,023 filed February 21, 1997, hereinafter Ono) and McGill et

al. (Pat. No. 6,678,685 B2 filed January 23, 2001; Provisional application No.

60/178,171, filed on January 26, 2000, hereinafter McGill).

5.   Regarding Claims 1, 14, 15, 18-20, 33, 34, 37, Ono teaches an online shopping

support method and system for sales promotions based on the purchase history of

users.

The method and associated system for online shopping support method and system for sales promotions based on the purchase history of users as taught or suggested by Ono includes:

a first object corresponding to a first item of the plurality of items (figure 5, elements 500-506, col. 5, lines 2-17 and 36-41); generating within a first object at least one field (col. 5, lines 2-67); associating a field identifier with each field (col. 5, lines 2-67); and storing (col. 4, lines 12-41) at least a portion of the information with each field (col. 5, lines 2-67).

However, Ono does not expressly teach a database.

McGill teaches a database (figure 1, element 16).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the online shopping method of Ono's method with the online shopping method of McGill because McGill's online shopping method enables integrated household management, wherein each user or household has a unique account with the provider of the system, each user can manage their own personal data within the system, and each user can be provided with purchase information and purchase incentives based on a user's profile and buying patterns (see McGill, col. 1, lines 39-52).

6.   Regarding Claims 2, 7, 21-23, 28-32, Ono teaches defining at least one attribute of the plurality of items (col. 5, lines 2-67); creating a field identifier corresponding to each defined attribute of the plurality of items (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47) field identifiers

comprising a set of field identifiers (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47); and obtaining item information regarding a first item (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47); dividing the item information into at least one category(col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47) , wherein each category corresponds to a field identifier; and generating with a first object a field corresponding to each category (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

7.   Regarding Claim 3, Ono teaches selecting from a set of field identifiers (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47), field identifier that corresponds to the same defined attribute of the plurality of items that field (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47) corresponds to and associating a selected field identifier with a field (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

8.   Regarding Claims 4, 12, 16, 24, 25, 35, Ono teaches the field identifier is unique (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

9.   Regarding Claims 5 and 26, Ono teaches field identifier includes a numeric code (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

10.   Regarding Claims 6 and 27, Ono teaches each defined attribute of the plurality of items describes a trait of the plurality of items and each defined attribute of the item describes a trait of the item (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

11.   Regarding Claims 8 and 9, Ono teaches an analysis of the plurality of items (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

12.   Regarding Claim 10, Ono teaches storing a field in the item information in the category corresponding to a field (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

13.   Regarding Claim 11, Ono teaches a field is identifiable and retrievable (col. 4, lines 1-67, col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47).

14.   Regarding Claim 13, the limitations of this claim has been noted in the rejection above. In addition, Ono teaches a first product (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47) and a first service (col. 4, lines 1-7, figure 2).

15.   Regarding Claims 17 and 36, Ono teaches a user name and password (col. 4, lines 58-67).

16.   Claims 38-82 are rejected under 35 U.S.C. 103(a) as being unpatentable over Yagasaki (Pat. No. 6,125,353 filed August 25, 1997); Ono et al. (Pat. No. 5,909,023 filed February 21, 1997, hereinafter Ono); and McGill et al. (Pat. No. 6,678,685 B2 filed

January 23, 2001; Provisional application No. 60/178,171, filed on January 26, 2000,

hereinafter McGill).

17.   Regarding Claims 38, 52-55, 69, 70-74, 76, and 80-82, Yagasaki teaches a mall

server with product search capability.

The method and associated system for a mall server with product search

capability as taught or suggested by Yagasaki includes:

establishing a list (col. 3, lines 42-59) on a server computer system (figure 1,

element 10, col. 2, lines 59-65), the list including a first list associated with a first list

identifier (col. 3, lines 42-59, col. 5, lines 1-52, col. 6, lines 1-67, col. 7, lines 1-67, col. 8,

lines 1-54); establishing a management tool (element 36, figure 3) a computer system

(figure 3, element 50) remote from the server computer system (figure 1, element 10,

col. 2, lines 59-65); establishing a communications link between a client computer

system and a server computer system (col. 4, lines 24-67); retrieving a first list

responsive to management tool first list identifier (col. 3, lines 42-59, col. 5, lines 1-52,

col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-54).

Yagasaki does not expressly teach updating data of a database.

McGill teaches updating data (col. 9, lines 30-38) of a database (figure 1,

element 16).

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to combine the internet based mall and product search method of

Yagasaki's method with the internet-based product and service shopping method of

McGill because McGill's internet-based product and service shopping method enables

an integrated household management, wherein each user or household has a unique account with the provider of the system, each user can manage their own personal data within the system, and each user can be provided with purchase information and purchase incentives based on a user's profile and buying patterns (see McGill, col. 1, lines 39-52).

McGill does not expressly teach revising data to reflect the revision to retrieved data.

Ono teaches revising data to reflect the revision to retrieved data (col. 7, lines 21-67, col. 8, lines 1-46).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the Internet-based integrated household management system of McGill with the internet based shopping support system of Ono because Ono's internet based shopping support system enables a service system that offers shopping in response to request for users regarding searches of products of merchandise information, wherein purchase history information of the user is stored corresponding to a user's identifier and calculating a purchase interval of each good purchased by a user (see Ono, col. 2, lines 15-41).

18.   Regarding Claims 39, 40–42, 61, 64, the limitations of this claim has been noted in the rejection above. In addition, Ono teaches a first field (col. 5, lines 2-67, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-47). Yagasaki teaches object list identifier means (col. 3, lines 42-59, col. 5, lines 1-52, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-54).

19.   Regarding Claims 43, Ono teaches the field identifier is unique (col. 5, lines 2-67,

col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-67, col. 9, lines 1-67, col. 10, lines 1-

47).

20.   Regarding Claim 44, Ono teaches a user name and password (col. 4, lines 58-

67).

21.   Regarding Claims 45, 46, 48, 50, 63, the limitations of these claims have been

noted in the rejection above. In addition, Yagasaki teaches a pointer in a list

referencing information relating to an item stored (col. 3, lines 42-59, col. 5, lines 1-52,

col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-54).

22.   Regarding Claims 47, 68, the limitations of these claims have been noted in the

rejection above. In addition, Yagasaki teaches a command issued to the management

tool (col. 3, lines 42-59, col. 5, lines 1-52, col. 6, lines 1-67, col. 7, lines 1-67, col. 8,

lines 1-54).

Ono teaches removing stored information (col. 7, lines 21-67, col. 8, lines 1-46).

23.   Regarding Claim 49, Yagasaki teaches displaying a graphical representation of

the item information on a user interface (col. 3, lines 1-67, col. 5, lines 1-52, col. 6, lines

1-67, col. 7, lines 1-67, col. 8, lines 1-54).

24.   Regarding Claims 51, 65, 66, 67, 75, the limitations of these claims has been

noted in the rejection above. In addition, Yagasaki teaches an item provider computer

system (element 10, figure 1, col. 6, lines 17-55).

25.   Regarding Claims 56, 57, the limitations of these claims has been noted in the

rejection above. In addition, Yagasaki teaches offering an item for sale (col. 3, lines 42-

59, col. 5, lines 1-52, col. 6, lines 1-67, col. 7, lines 1-67, col. 8, lines 1-54) and

facilitating the purchase of an item (col. 3, lines 42-59, col. 5, lines 1-52, col. 6, lines 1-

67, col. 7, lines 1-67, col. 8, lines 1-54).

26.   Regarding Claims 58, 77, Yagasaki teaches purchase information relating to one

of price (figure 6, element 33 'Unit Price).

27.   Regarding Claims 59, 78, Yagasaki teaches a communications link using the

Internet (col. 4, lines 8-11, figure 2, element 41).

28.   Regarding Claims 60, 79, Yagasaki teaches providing a browser tool (col. 4, lines

60-67).

CONCLUSION

29.   The prior art made of record and not relied upon is considered pertinent to

Applicant's disclosure.

        A.   Leal (U.S. Pat. No. 6,189,003 B1) discloses an online business directory

with predefined search template for facilitating the matching of buyers to qualified

sellers;

        B.   Musgrove et al. (U.S. Pat. No. 6,725,222 B1) discloses an automated on-

line commerce method and apparatus utilizing shopping servers within update product

information on product selection;

        C.   Cybul et al. (U.S. Pat. No. 6,246,997 B1) discloses electronic commerce

site with query interface;

D.   Kraemer (U.S. Pat. No. 6,490,602 B1) discloses a method and apparatus for providing enhanced functionality to product webpages; and

E.   Garrett (U.S. Pat. No. 6,473,738 B1) discloses multiple-person buying information system with application to on-line merchandizing.

NAME OF CONTACT

30.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cheryl Lewis whose telephone number is (703) 305-8750. The examiner can normally be reached on 6:30-3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (703) 305-9790. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

(703) 746-5651 (Use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper/amendment be faxed directly to them on occasions.).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

Cheryl Lewis
Patent Examiner
June 14, 2004